Orders Order / Rev: Alt Order #: 06830030 Product Desc: BERKLEY FOR SENATE KSNV Estimate: 30S Flight Dates: 10/09/12 - 10/15/12 Primary AE: Amy McCreary BLPHI Original Date / Rev: 06/27/12 / 06/27/12 Sales Office: Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley Shelley for Senate Advertiser Name: Demographic: A35+

Product Codes:

Priority:

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	Gross Amount	Net Amount		
10/01/12	10/15/12	123	\$39,075.00	\$33,213.75	

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$39,075.00	\$33,213.75	0.00
Totals	123	\$39,075.00	\$33,213,75	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office Sales Region		Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$39,075.00
Market	100%	\$195.375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	. 0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 I	KSNV	10/09/12	10/12/12	Wake Up Early w/	Wagn@M	430a-5a	-TWT	:30	4	\$50,003	0.00 NM	4	\$200.00
				Wake Up Early W	agners/		¥				ŀ		
N	<b>IEWS</b>												
	<u>Star</u>	t Date _!	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
We	ek: 10/0	08/12	0/14/12	-TWT	4	\$50.00	0.00						

KSNV

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

30S

	l color On la Propole	0	D	1 0	-4-	Data Dat	D) T. 6		
Ln Ch Start End E 1 KSNV 10/09/12 10/12/12		Start/End T 430a-5a	ime Days	Len Sp :30	ots 4	\$50,003	Rtg Type S	spots 4	Amount \$200.00
	Wake Up Early Wagners	1000 00		100	·	400.000	0.00 1	•	Ψ200.00
NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating				İ		
Week: 10/08/12 10/14/12	~TWT~~~ 4	\$50.00	0.00						
E 2 KSNV 10/15/12 10/15/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners	430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
NEWS	wake op Lany wagners								
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
E 3 KSNV 10/15/12 10/15/12	<u> </u>	5-6a	M	:30	1	\$200,003	0.00 NM	1	\$200.00
NEWS	M-F 5-6a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating				i		
Week: 10/15/12 10/21/12	M 1	\$200.00	0.00			4000 000	0.00.1111		4000.00
E 4 KSNV 10/09/12 10/12/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a	~TWTF	:30	4	\$200.003	0.00 NM	4	\$800.00
NEWS		<b></b> ,	Ph. 41						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 4	<u>Rate</u> \$200.00	Rating 0.00				l l		
E 5 KSNV 10/09/12 10/12/12		6-7a	-TWTF	:30	8	\$300.003	0.00 NM	8	\$2,400.00
NEWS	M-F 6-7a WakeUp w/Wagners						i		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	-TWTF 8	*	0.00	.00		#200 000	0.00 NA	0	#cco 60
E 6 KSNV 10/15/12 10/15/12	M-F 6-7a WakeUp w/Wagners	6-7a	M	:30	2	\$300.003	0.00 NM	2	\$600.00
NEW\$	Marie de de la compansa de la compan	D-4-	D-45						
Start Date End Date Week: 10/15/12 10/21/12	<u>Weekdays</u> <u>Spots/Week</u> M 2		<u>Rating</u> 0.00						
E 7 KSNV 10/15/12 10/15/12	•	658a-9am	M	:30	3	\$400.003	0.00 NM	3	\$1,200.00
TODAY	Today Show								
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/15/12 10/21/12 E 8 KSNV 10/09/12 10/12/12	M 3 2 Today Show CM	\$400.00 658a-9am	0.00 TWTF	:30	12	\$400.003	0.00 NM	12	\$4,800.00
E 8 KSNV 10/09/12 10/12/12	2 Today Show CM Today Show	opoa-sam	- IMIL	.30	12	\$400.003	U.UU INIVI	12	<b>ֆ</b> 4,ουυ.υυ
TODAY	\\\\-\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	D-4-	D-4:						
Start Date	<u>Weekdays</u> <u>Spots/Week</u> -TWTF~- 12		Rating 0.00				ŀ		
E 9 KSNV 10/09/12 10/12/12		12-1230pm	-TWTF	:30	4	\$175.003	0.00 NM	4	\$700.00
NEWS	Noon News								
Start Date End Date	·		Rating						
Week: 10/08/12 10/14/12 E 10 KSNV 10/15/12 10/15/12	-TWTF 4 2 Noon News CM	\$175.00 12-1230pm	0.00 M	:30	1	\$175.003	0.00 NM	1	\$175.00
	Noon News	121200piii	PI	.00	'	Ψ110.000	0.00 14191	'	ψ170.00
NEWS Start Date End Date	Weekda <u>ys</u> Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12 10/21/12	M 1		0.00						
E11 KSNV 10/15/12 10/15/12	-	9-10a	М	:30	1	\$175.003	0.00 NM	1	\$175.00
TODAY 2	M-F Today Show II								
Start Date End Date	<u>Weekdays</u> <u>Spots/Week</u>		Rating						
Week: 10/15/12 10/21/12 E 12 KSNV 10/09/12 10/12/12	· · · · · · · · · · · · · · · · · · ·	9-10a	0.00 ~TWTF~~	:30	4	\$175.003	0.00 NM	4	\$700.00
	M-F Today Show II				•			-	,
TODAY 2 <u>Start Date</u> <u>End Date</u>	e Weekdays <u>Spots/Week</u>	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	-TWTF		0.00						
E 13 KSNV 10/09/12 10/12/1	2 CM	3-4p	-TWTF	:30	4	\$200.003	0.00 NM	4	\$800.00

KSNV

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End T	me Days	Len Spo	ots	Rate Pri	Rtg Type S	pots	Amount
			Dr. Phil Dr Phil									
PHIL			DI FIIII			•				_		
Sta Week: 10	art <u>Date</u> * /08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
E 14 KSNV	10/15/1	2 10/15/12	Dr. Phil Dr Phil	СМ	3-4p	M	:30	1	\$200.003	0.00 NM	1	\$200.00
PHIL <u>Sta</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
E 15 KSNV			News 3 at 430pm News 3 at 4:30PM		430-5pm	М	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS <u>St</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
E 16 KSNV			News 3 at 430pm News 3 at 4:30Pf	CM	430-5pm	-TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10 E 17 KSNV		10/14/12 2 10/12/12	News 3 at 4 News 3 at 4	CM	\$300.00 4-430p	0.00 TWTF	:30	4	\$300.003	0.00 NM	4	\$1,200.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10 E 18 KSNV		10/14/12	-TWTF News 3 at 4	CM	\$300.00 4-430p	0,00 M	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS		,0,,0,	News 3 at 4	· · · ·	, 1996		.55		φσσσ.σσσ	3.00 7		ψοσυ.σο
Week: 10		End Date 10/21/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 19 KSNV NEWS		12 10/15/12	M-F Early News M-F Early News	CM	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
	art Date	End Date 10/21/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
E 20 KSNV NEWS		12 10/12/12	M-F Early News M-F Early News	СМ	5-630p	TWTF	:30	8	\$450,003	0.00 NM	8	\$3,600.00
	art Date	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$450.00	Rating 0.00						
E 21 KSNV FACE	/ 10/09/	12 10/12/12	Face to Face w/ I Face to Face w/		730-758pm	-TWTF	:30	4	\$225.003	0.00 NM	4	\$900.00
	art Date 0/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00						
E 22 KSN\	/ 10/15/	12 10/15/12	Face to Face w/		730-758pm	М	:30	1	\$225.003	0.00 NM	1	\$225.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10 E 23 KSN\		10/21/12 12 10/13/12	M To the Point - PM To the Point	1 CM	\$225.00 730-758pm	0.00	:30	1	\$150.003	0.00 NM	1	\$150.0
	tart Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>						
Week: 10 E 24 KSN\		10/14/12 12 10/15/12	M-F Jeop/Wheel	CM	630-730pm	0.00 M	:30	2	\$400.003	0.00 <b>NM</b>	2	\$800.0
JEP/V	VHEEL		M-F Jeopardy/W	neerorronun	U					:		
<u>S</u> Week: 1	tart Date 0/15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 2		Rating 0.00						
.,		12 10/12/12		СМ	630-730pm	-TWTF	:30	8	\$400.003	0.00 NM	8	\$3,200.0

**KSNV** 

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

06830030

10/09/12 - 10/15/12

330030

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch Start Break Start/End Time End Inventory Code Davs Len Spots Rate Pri Rtg Type Spots Amount M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date **End Date** Rating Spots/Week Rate -TWTF--Week: 10/08/12 10/14/12 \$400.00 0.00 E 26 KSNV 10/13/12 10/13/12 Weekend Jeopardy/WheGM 630-730pm -----:30 \$250,003 0.00 NM 2 \$500.00 WKND Jeop/Wheel JEP/WHEEL Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/08/12 ---5-10/14/12 \$250.00 0.00 E 27 KSNV 10/14/12 10/14/12 News 3 Live in Prime CM 7-10pm ----S :30 \$600,003 0.00 NM 1 1 \$600.00 News 3 in Prime NEWS AFTER NFL IN PRIME Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$600.00 0.00 E 28 KSNV 10/12/12 10/12/12 Fri PR 9-10p CM ----F--:30 \$1,000,003 0.00 NM 9-10pm \$1,000.00 Friday Prime 9-10pm **GRIMM** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ----F--\$1,000.00 0.00 E 29 KSNV 10/12/12 10/12/12 Frì PR 8-9p CM ---F--\$750.003 0.00 NM 8-9pm :30 \$750.00 Friday Prime 8-9pm WHIT/COMM Start Date Spots/Week End Date Weekdays Rating <u>Rate</u> --F--Week: 10/08/12 10/14/12 \$750.00 0.00 E30 KSNV 10/10/12 10/10/12 Wed PR 9-10p CM 9-10pm :30 1 \$1.700.003 0.00 NM ------1 \$1,700.00 Wednesday Prime 9-10pm SVU Start Date End Date Weekdays Spots/Week Rate Rating 10/14/12 Week: 10/08/12 --W----1 \$1,700.00 0.00 E 31 KSNV 10/10/12 10/10/12 Wed PR 10-11p CM 10-11pm --lai----:30 1 \$1,400.003 0.00 NM \$1,400.00 Wednesday Prime 10-11pm CHICAGO FIRE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --W----\$1,400.00 0.00 E 32 KSNV 10/09/12 10/12/12 Late Night w/Fallon CM 1237a-136am -TWTF--:30 4 \$75.003 0.00 NM 4 \$300.00 Late Night w/Fallon **FALLON** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 -TWTF--\$75.00 0.00 E 33 KSNV 10/15/12 10/15/12 Late Night w/Fallon CM 1237a-136am :30 \$75.003 0.00 NM M----1 \$75.00 Late Night w/Fallon **FALLON** Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/15/12 10/21/12 \$75.00 0.00E 34 KSNV 10/15/12 10/15/12 The Tonight Show CM 1135p-1237a M----:30 \$185,003 0.00 NM 2 2 \$370.00 Tonight Show TON SHOW Start Date End Date Weekdays Spots/Week Rate Rating M-----10/21/12 Week: 10/15/12 \$185.00 0.00 E35 KSNV 10/09/12 10/12/12 The Tonight Show CM 1135p-1237a -TWTF--:30 8 \$185.003 0.00 NM \$1,480.00 8 Tonight Show TON SHOW Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/08/12 10/14/12 \$185.00 0.00 10/09/12 10/12/12 M-F News 3 at Eleven E 36 KSNV CM 11pm-1135pm -TWTF--:30 \$425.003 0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 10/08/12 10/14/12 \$425.00 0.00 E 37 KSNV 10/15/12 10/15/12 CM 11pm-1135pm M----:30 \$425.003 MM 00.0 \$425.00

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

10/09/12 - 10/15/12

Estimate:

30S

Ln	Ch	Start	End	Inventory Code		Start/End 1	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
				M-F News 3 at E							, , ,		
	NEWS			WH NOWS ON L	-104011								
101	<u>Sta</u> eek: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$425.00	Rating 0.00						
				Sa-Su News 3 at	FlevenCM	11pm-1135p		:30	2	\$400.003	0.00 NM	2	\$800.00
L. 00	110111	10/10/1	2 10/17/12	Sa-Su News 3 a		i ipili-i ioop	55	.50	_	φτου.σου	0.00 14141	_	Ψ000.00
	NEWS												
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	eek: 10/		10/14/12	SS	2	\$400.00	0.00						
E 39	KSNV	10/13/1	2 10/13/12	Saturday Today	СМ	7a-9am	S-	:30	2	\$225.003	0.00 NM	2	\$450.00
	SAT TO	DAY		Saturday Today									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10/		10/14/12	S-	2	\$225.00	0.00						
E 40	KSNV	10/13/1	2 10/13/12	News 3 Sunrise	- SATUROM	6a-7a	S-	:30	2	\$150.003	0.00 NM	2	\$300.00
				News 3 Sunrise	SATURDAY								
	NEWS												
10		rt Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
	eek: 10/		10/14/12		CATUDENA	\$150.00	0.00	.00		#000 000	0.00 104		<b>*</b> *********
E 41	KSNV	10/13/1	2 10/13/12	News 3 Today - News 3 Today -		9am-930am	S-	:30	1	\$200.003	0.00 NM	1	\$200.00
	NEWS			140WS 5 Today -	Orti								
	<u>St</u> a	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 10	08/12	10/14/12	S-	1	\$200.00	0.00						
E 42	KSNV	10/14/1	2 10/14/12	•	CM	7a-8am	S	:30	2	\$350,003	0.00 NM	2	\$700.00
	O. N. T	DD 4 V		Sunday Today									
	SUN TO		Ford Date	Mantalana	Consta AA/a ala	Dete	Detina						
۱۸	<u>عاد</u> eek: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$350,00	Rating 0.00						
			2 10/13/12		<del>_</del>		2amS-	:30	1	\$550.003	0.00 NM	1	\$550.00
	,,,,,,,	70		Saturday Night		о о р			•	4550.005	0.00 1100	·	φοσσ.σσ
	SNL			, ,							İ		
		ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10.	/08/12	10/14/12	S	1	\$550,00	0.00						
											Totals	123	\$39,075.00